

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1. – 43. (Canceled)

44. (Currently amended) A method, comprising:

receiving an electronic file, wherein the electronic file includes an interactive icon and first content;

receiving a video signal including second content;

generating instructions for a set-top box, wherein the instructions for the set-top box ~~are configured~~ configure the set-top box to overlay the interactive icon in the electronic file on at least a portion of the second content in the video signal and the instructions for the set-top box ~~are configured~~ configure the set-top box to display the first content if the interactive icon is selected;

combining the video signal, the instructions for the set-top box, and the electronic file together to form a first channel;

combining the first channel with a second channel to form a broadcast signal; and

transmitting the broadcast signal to the set-top box.

45. (Previously presented) The method of claim 44, further comprising:

receiving an audio signal associated with the video signal; and

combining the audio signal, the video signal, the instructions for the set-top box, and the electronic file together to form a first channel.

46. (Previously presented) The method of claim 44, wherein the first content in the electronic file comprises graphics and text.

47. (Previously presented) The method of claim 44, wherein the video signal depicts a product.

48. (Previously presented) The method of claim 47, wherein the first content includes a purchasing screen for purchasing the product on at least a portion of the second content in the video signal.

49. (Previously presented) The method of claim 44, wherein the video signal includes a primary video component and a secondary video component, wherein the primary video component comprises a moving video image and the secondary video component comprises a static video image.

50. (Previously presented) The method of claim 49, wherein the electronic file includes information about a current event and the instructions for the set-top box are configured to overlay the information about the current event on the static video image.

51. (Previously presented) The method of claim 44, wherein the first content includes a catalog of products, and the set-top box instructions are configured to overlay the catalog of products on at least a portion of the second content in the video signal.

52. (Previously presented) The method of claim 44, wherein the electronic file includes an advertisement, and the set-top box instructions are configured to overlay the advertisement on at least a portion of the second content in the video signal.

53. (Previously presented) A computer readable storage medium including computer readable instructions, comprising:

instructions for receiving an electronic file, wherein the electronic file includes an interactive icon and first content;

instructions for receiving a video signal including second content;

instructions for generating instructions for a set-top box, wherein the instructions for the set-top box are configured to overlay the interactive icon in the electronic file on at least a portion of the second content in the video signal and the instructions for the set-top box are configured to display the first content if the interactive icon is selected;

instructions for combining the video signal, the instructions for the set-top box, and the electronic file together to form a first channel;

instructions for combining the first channel with a second channel to form a broadcast signal; and

instructions for transmitting the broadcast signal to the set-top box.

54. (Previously presented) The computer readable storage medium of claim 53, further comprising:

instructions for receiving an audio signal associated with the video signal; and

instructions for combining the audio signal, the video signal, the instructions for the set-top box, and the electronic file together to form a first channel.

55. (Previously presented) The computer readable storage medium of claim 53, wherein the first content in the electronic file comprises graphics and text.

56. (Previously presented) The computer readable storage medium of claim 53, wherein the video signal depicts a product.

57. (Previously presented) The computer readable storage medium of claim 56, wherein the first content includes a purchasing screen for purchasing the product on at least a portion of the second content in the video signal.

58. (Previously presented) The computer readable storage medium of claim 53, wherein the video signal includes a primary video component and a secondary video component, wherein the primary video component comprises a moving video image and the secondary video component comprises a static video image.

59. (Previously presented) The computer readable storage medium of claim 58, wherein the electronic file includes information about a current event and the instructions for the set-top box are configured to overlay the information about the current event on the static video image.

60. (Previously presented) The computer readable storage medium of claim 53, wherein the first content includes a catalog of products, and the set-top box instructions are configured to overlay the catalog of products on at least a portion of the second content in the video signal.

61. (Previously presented) The computer readable storage medium of claim 53, wherein the electronic file includes an advertisement, and the set-top box instructions are configured to overlay the advertisement on at least a portion of the second content in the video signal.

62. (Previously presented) A method, comprising:
receiving a broadcast signal, wherein the broadcast signal includes a first channel, and a second channel;
demultiplexing the broadcast signal to extract the first channel, wherein the first channel includes set-top box instructions, a video signal including second content, and an electronic file including an interactive icon and first content;
processing the set-top box instructions to generate a composite signal, wherein the interactive icon in the electronic file is overlaid upon at least a portion of the second content in the video signal, wherein the set-top box instructions are configured to modify the generated composite signal to display the first content if the interactive icon is selected; and
outputting the composite signal.

63. (Previously presented) The method of claim 62, wherein the first channel further comprises an audio signal associated with the video signal.

64. (Previously presented) The method of claim 62, wherein the first content comprises graphics and text.

65. (Previously presented) The method of claim 62, wherein the video signal depicts a product.

66. (Previously presented) The method of claim 65, wherein the first content comprises an interactive purchasing screen for the product.
67. (Previously presented) The method of claim 66, further comprising:
receiving a signal indicative of a selection of the interactive icon; and
processing the set-top box instructions to overlay the interactive purchasing screen for the product over at least a portion of the second content in the video signal.
68. (Previously presented) The method of claim 62, wherein the composite signal comprises a primary video component comprising a moving video image and a secondary video component comprising a static video image.
69. (Previously presented) The method of claim 62, further comprising:
processing the set-top box instructions to overlay an interactive catalog on at least a portion of the second content in the video signal using a catalog of products stored in the electronic file.
70. (Previously presented) The method of claim 62, further comprising:
processing the set-top box instructions to overlay an interactive advertisement on at least a portion of the second content in the video signal using at least an advertisement stored in the electronic file.
71. (Previously presented) The method of claim 68, further comprising:
processing the set-top box instructions to overlay information about current events on at least a portion of the static video image using information about the current events stored in the electronic file.

72. (Previously presented) The method of claim 70, further comprising:
receiving a customer I.D. number associated with a permission level;
comparing the permission level associated with the customer I.D. number to a
permission level associated with the advertisement stored in the electronic file; and
generating a signal to overlay the interactive advertisement over at least a portion of
the second content in the video signal when the permission level associated with the customer
I.D. is greater than the permission level associated with the advertisement stored in the
electronic file.
73. (Previously presented) The method of claim 70, further comprising:
generating a signal to overlay the interactive advertisement on at least a portion of the
second content in the video signal for a predetermined time period; and
generating a signal to overlay a second interactive advertisement on at least a portion
of the second content in the video signal after the predetermined time period has elapsed.
74. (Previously presented) The method of claim 67, further comprising:
outputting the composite signal, wherein the composite signal includes the interactive
purchasing screen for the product;
receiving a signal to purchase the product;
receiving a customer I.D. number associated with a permission level;
determining, by a set-top box, if the permission level associated with the customer
I.D. number is greater than a permission level associated with the product; and
authorizing, by the set-top box, the purchase of the product when the permission level
associated with the customer I.D. is greater than the permission level associated with the
product.
75. (Previously presented) The method of claim 67, further comprising:
outputting the composite signal, wherein the composite signal includes the interactive
purchasing screen for the product;
receiving a signal to purchase the product, wherein the product has a price;
receiving a customer I.D. number associated with a permission level;

determining, by a set-top box, if the permission level associated with the customer I.D. number is greater than a permission level associated with the price of the product; and
authorizing, by the set-top box, the purchase of the product when the permission level associated with the customer I.D. is greater than the permission level associated with the price of the product.

76. (Previously presented) The method of claim 75, further comprising:
storing information indicative of the purchase of the product in a purchase buffer of the set-top box; and
connecting to an e-commerce server to transfer the information indicative of the purchase of the product to the e-commerce server.

77. (Previously presented) A computer readable medium including computer readable instructions, comprising:
instructions for receiving a broadcast signal, wherein the broadcast signal includes a first channel, and a second channel;
instructions for demultiplexing the broadcast signal to extract the first channel, wherein the first channel includes set-top box instructions, a video signal including second content, and an electronic file including an interactive icon and first content;
instructions for processing the set-top box instructions to generate a composite signal, wherein interactive icon in the electronic file is overlaid upon at least a portion of the second content in the video signal, wherein the set-top box instructions are configured to modify the generated composite signal to display the first content if the interactive icon is selected; and
instructions for outputting the composite signal.

78. (Previously presented) The computer readable medium of claim 77, wherein the first channel further comprises an audio signal associated with the video signal.

79. (Previously presented) The computer readable medium of claim 77, wherein the first content comprises graphics and text.

80. (Previously presented) The computer readable medium of claim 77, wherein the video signal depicts a product.
81. (Previously presented) The computer readable medium of claim 80, wherein the first content comprises an interactive purchasing screen for the product.
82. (Previously presented) The computer readable medium of claim 81, further comprising:
instructions for receiving a signal indicative of a selection of the interactive icon; and
instructions for processing the set-top box instructions to overlay the interactive purchasing screen for the product over at least a portion of the second content in the video signal.
83. (Previously presented) The computer readable medium of claim 77, wherein the composite signal comprises a primary video component comprising a moving video image and a secondary video component comprising a static video image.
84. (Previously presented) The computer readable medium of claim 77, further comprising:
instructions for processing the set-top box instructions to overlay an interactive catalog on at least a portion of the second content in the video signal using a catalog of products stored in the electronic file.
85. (Previously presented) The computer readable medium of claim 77, further comprising:
instructions for processing the set-top box instructions to overlay an interactive advertisement on at least a portion of the second content in the video signal using at least an advertisement stored in the electronic file.
86. (Previously presented) The computer readable medium of claim 83, further comprising:

instructions for processing the set-top box instructions to overlay information about current events on at least a portion of the static video image using information about the current events stored in the electronic file.

87. (Previously presented) The computer readable medium of claim 85, further comprising:

instructions for receiving a customer I.D. number associated with a permission level;
instructions for comparing the permission level associated with the customer I.D. number to a permission level associated with the advertisement stored in the electronic file;
and

instructions for generating a signal to overlay the interactive advertisement over at least a portion of the second content in the video signal when the permission level associated with the customer I.D. is greater than the permission level associated with the advertisement stored in the electronic file.

88. (Previously presented) The computer readable medium of claim 85, further comprising:

instructions for generating a signal to overlay the interactive advertisement on at least a portion of the second content in the video signal for a predetermined time period; and
instructions for generating a signal to overlay a second interactive advertisement on at least a portion of the second content in the video signal after the predetermined time period has elapsed.

89. (Previously presented) The computer readable medium of claim 81, further comprising:

instructions for outputting the composite signal, wherein the composite signal includes the interactive purchasing screen for the product;
instructions for receiving a signal to purchase the product;
instructions for receiving a customer I.D. number associated with a permission level;
instructions for determining, by a set-top box, if the permission level associated with the customer I.D. number is greater than a permission level associated with the product; and

instructions for authorizing, by the set-top box, the purchase of the product when the permission level associated with the customer I.D. is greater than the permission level associated with the product.

90. (Previously presented) The computer readable medium of claim 81, further comprising:

instructions for outputting the composite signal, wherein the composite signal includes the interactive purchasing screen for the product;

instructions for receiving a signal to purchase the product, wherein the product has a price;

instructions for receiving a customer I.D. number associated with a permission level;

instructions for determining, by a set-top box, if the permission level associated with the customer I.D. number is greater than a permission level associated with the price of the product; and

instructions for authorizing, by the set-top box, the purchase of the product when the permission level associated with the customer I.D. is greater than the permission level associated with the price of the product.

91. (Previously presented) The computer readable medium of claim 90, further comprising:

instructions for storing information indicative of the purchase of the product in a purchase buffer of the set-top box;

instructions for connecting to an e-commerce server to transfer the information indicative of the purchase of the product to the e-commerce server.

92. (Previously presented) A system, comprising:

a subsystem configured to receive an electronic file, wherein the electronic file includes an interactive icon and first content;

a subsystem configured to receive a video signal including second content;

a subsystem configured to generate instructions for a set-top box, wherein the instructions for the set-top box are configured to overlay the interactive icon in the electronic

file on at least a portion of the second content in the video signal and the instructions for the set-top box are configured to display the first content if the interactive icon is selected;

a subsystem configured to combine the video signal, the instructions for the set-top box, and the electronic file together to form a first channel;

a subsystem configured to combine the first channel with a second channel to form a broadcast signal; and

a subsystem configured to transmit the broadcast signal to the set-top box.

93. (Previously presented) The system of claim 92, further comprising:

a subsystem configured to receive an audio signal associated with the video signal;

and

a subsystem configured to combine the audio signal, the video signal, the instructions for the set-top box, and the electronic file together to form a first channel.

94. (Previously presented) The system of claim 92, wherein the first content in the electronic file comprises graphics and text.

95. (Previously presented) The system of claim 92, wherein the video signal depicts a product.

96. (Previously presented) The system of claim 95, wherein the first content includes a purchasing screen for purchasing the product on at least a portion of the second content in the video signal.

97. (Previously presented) The system of claim 92, wherein the video signal includes a primary video component and a secondary video component, wherein the primary video component comprises a moving video image and the secondary video component comprises a static video image.

98. (Previously presented) The system of claim 97, wherein the electronic file includes information about a current event and the instructions for the set-top box are

configured to overlay the information about the current event on the static video image.

99. (Previously presented) The system of claim 92, wherein the first content includes a catalog of products, and the set-top box instructions are configured to overlay the catalog of products on at least a portion of the second content in the video signal.

100. (Previously presented) The system of claim 92, wherein the electronic file includes an advertisement, and the set-top box instructions are configured to overlay the advertisement on at least a portion of the second content in the video signal.

101. (Previously presented) A set-top box, comprising:

- a signal input subsystem configured to receive a broadcast signal, wherein the broadcast signal includes a first channel, and a second channel;

- a demultiplexing subsystem configured to demultiplex the broadcast signal to extract the first channel, wherein the first channel includes set-top box instructions, a video signal including second content, and an electronic file including an interactive icon and first content;

- a processor configured to process the set-top box instructions to generate a composite signal, wherein the interactive icon in the electronic file is overlaid upon at least a portion of the second content in the video signal, wherein the set-top box instructions are configured to modify the generated composite signal to display the first content if the interactive icon is selected; and

- a signal output subsystem configured to output the composite signal.

102. (Previously presented) The set-top box of claim 101, wherein the first channel further comprises an audio signal associated with the video signal.

103. (Previously presented) The set-top box of claim 101, wherein the first content comprises graphics and text.

104. (Previously presented) The system of claim 101, wherein the video signal depicts a product.

105. (Previously presented) The set-top box of claim 104, wherein the first content comprises an interactive purchasing screen for the product.

106. (Previously presented) The set-top box of claim 105, further comprising:
an interface configured to receive a signal indicative of a selection of the interactive icon; and
the processor further configured to process the set-top box instructions to overlay the interactive purchasing screen for the product over at least a portion of the second content in the video signal.

107. (Previously presented) The set-top box of claim 101, wherein the composite signal comprises a primary video component comprising a moving video image and a secondary video component comprising a static video image.

108. (Previously presented) The set-top box of claim 101, further comprising:
the processor further configured to process the set-top box instructions to overlay an interactive catalog on at least a portion of the second content in the video signal using a catalog of products stored in the electronic file.

109. (Previously presented) The set-top box of claim 101, further comprising:
the processor further configured to process the set-top box instructions to overlay an interactive advertisement on at least a portion of the second content in the video signal using at least an advertisement stored in the electronic file.

110. (Previously presented) The set-top box of claim 107, further comprising:
the processor further configured to process the set-top box instructions to overlay information about current events on at least a portion of the static video image using information about the current events stored in the electronic file.

111. (Previously presented) The set-top box of claim 109, further comprising:
an interface configured to receive a customer I.D. number associated with a permission level;
the processor further configured to compare the permission level associated with the customer I.D. number to a permission level associated with the advertisement stored in the electronic file; and
the processor further configured to generate a signal to overlay the interactive advertisement over at least a portion of the second content in the video signal when the permission level associated with the customer I.D. is greater than the permission level associated with the advertisement stored in the electronic file.

112. (Previously presented) The set-top box of claim 109, further comprising:
the processor further configured to generate a signal to overlay the interactive advertisement on at least a portion of the second content in the video signal for a predetermined time period; and
the processor further configured to generate a signal to overlay a second interactive advertisement on at least a portion of the second content in the video signal after the predetermined time period has elapsed.

113. (Previously presented) The set-top box of claim 106, further comprising:
the signal output subsystem further configured to output the composite signal, wherein the composite signal includes the interactive purchasing screen for the product;
the interface configured to receive a signal to purchase the product;
the interface configured to receive a customer I.D. number associated with a permission level;
the processor configured to determine if the permission level associated with the customer I.D. number is greater than a permission level associated with the product; and
the processor configured to authorize the purchase of the product when the permission level associated with the customer I.D. is greater than the permission level associated with the product.

114. (Previously presented) The set-top box of claim 106, further comprising:

- the signal output subsystem further configured to output the composite signal, wherein the composite signal includes the interactive purchasing screen for the product;
- the interface configured to receive a signal to purchase the product, wherein the product has a price;
- the interface configured to receive a customer I.D. number associated with a permission level;
- the processor configured to determine if the permission level associated with the customer I.D. number is greater than a permission level associated with the price of the product; and
- the processor configured to authorize the purchase of the product when the permission level associated with the customer I.D. is greater than the permission level associated with the price of the product.

115. (Previously presented) The set-top box of claim 114, further comprising:

- a memory configured to store information indicative of the purchase of the product in a purchase buffer of the set-top box; and
- a network adaptor configured to connect to an e-commerce server to transfer the information indicative of the purchase of the product to the e-commerce server.